

What is claimed is:

1. A receiving device receiving broadcasting programs, which comprising:

5 broadcasting receiving means for receiving broadcasting data in which content deciding data is multiplexed with a broadcasting program associated with said content, the content deciding data deciding a position of content placed on the network;

10 demultiplexing means for demultiplexing the content deciding data and the broadcasting program from the broadcasting data received by the broadcasting receiving means; and

data communication means for accessing to the content based on the content deciding data demultiplexed by the demultiplexing means.

2. A receiving device according to claim 1,

15 in which the demultiplexing means demultiplexes a plurality of content deciding data respectively from the broadcasting data when there is a plurality of the content deciding data in the broadcasting data;

which further comprising:

20 data management means for selecting one or more content deciding data from a plurality of content deciding data demultiplexed by the demultiplexing means according to a specific condition; and,

25 in which the data communication means accesses to the contents based on the content deciding data selected by the data management means.

3. A receiving device according to claim 2, wherein the specific condition is an audio type selected by the receiving device.

4. A receiving device according to claim 1,

5 in which the demultiplexing means demultiplexes a plurality of content deciding data and scenario data respectively from the broadcasting data when there are a plurality of the content deciding data and scenario data indicating the order of using the content deciding data in the broadcasting data;

10 which further comprising:

data management means for selecting in sequence content deciding data from a plurality of content deciding data demultiplexed by the demultiplexing means according to the scenario data demultiplexed by the demultiplexing means; and,

15 in which the data communication means accesses to the contents in sequence based on the content deciding data selected by the data management means.

5. A receiving device according to claim 1, wherein the content
20 deciding data deciding a position of content placed on the network is a URL (Uniform Resource Locator).

6. A receiving device according to claim 1, wherein the content
25 deciding data deciding a position of content placed on the network is a group of keywords.

7. A content accessing method accessing to content placed on the network, which comprising:

receiving broadcasting data in which content deciding data is multiplexed with a broadcasting program associated with said content,

5 said content deciding data deciding a position of content on the network;

demultiplexing the content deciding data and the broadcasting program from the broadcasting data received in the step of receiving the broadcasting data; and

10 accessing to the content based on the content deciding data demultiplexed in the step of demultiplexing from the broadcasting data.

8. A content accessing method according to claim 7, in which the step of demultiplexing comprises demultiplexing a plurality of the content deciding data respectively from the broadcasting data when
15 there is a plurality of the content deciding data in the broadcasting data;

which further comprising:

selecting according to a specific condition one or more content deciding data from a plurality of content deciding data demultiplexed in the step of demultiplexing; and

20 in which the step of accessing to the content comprises accessing to content deciding data based on the content deciding data demultiplexed in the step of selecting from the broadcasting data.

9. A content accessing method according to claim 7,

25 in which the step of demultiplexing comprises demultiplexing a plurality of the content deciding data and scenario data respectively from the broadcasting data when there are a plurality of the content

deciding data and scenario data indicating the order of using the content deciding data;

which further comprising:

selecting sequentially a plurality of content deciding data demultiplexed in the step of demultiplexing according to the scenario data demultiplexed in the step of demultiplexing; and

in which the step of accessing to the content comprises accessing to content deciding data in sequence based on the content deciding data demultiplexed in the step of selecting from the broadcasting data.

10. A program executed by a computer accessing to content placed on the network which comprising:

receiving broadcasting data in which content deciding data is multiplexed with a broadcasting program associated with said content, said content deciding data deciding a position of content on the network;

demultiplexing the content deciding data and the broadcasting program from the broadcasting data received in the step of receiving the broadcasting data; and

accessing to the content based on the content deciding data demultiplexed in the step of demultiplexing from the broadcasting data.

11. Storage medium possible to be read by a computer storing a program executed by a computer accessing to content placed on the network, which comprising:

receiving broadcasting data in which content deciding data is multiplexed with a broadcasting program associated with said content, said content deciding data deciding a position of content on the network;

demultiplexing the content deciding data and the broadcasting program from the broadcasting data received in the step of receiving the broadcasting data; and

accessing to the content based on the content deciding data demultiplexed in the step of demultiplexing from the broadcasting data.

12. Data broadcasting receiving system which comprising a first receiving device and a second receiving device:

in which the first receiving device comprises:

broadcasting receiving means for receiving broadcasting data in which content deciding data is multiplexed with a broadcasting program associated with said content, the content deciding data deciding a position of content placed on the network;

demultiplexing means for demultiplexing the content deciding data and the broadcasting program from the broadcasting data received by the broadcasting receiving means; and

data sending means for sending the content deciding data demultiplexed by the demultiplexing means; and

in which the second receiving device comprises:

data sending-receiving means for accessing to the content based on the content deciding data received from the data sending means.